DOCUMENT RESUME

ED 334 091 SO 021 185

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TITLE	Ethnic Images. GSS Topical Report No. 19.
INSTITUTION	National Opinion Research Center, Chicago, Ill.
SPONS AGENCY	National Science Foundation, Washington, D.C.
PUB DATE	Dec 90
NOTE	18p.
AVAILABLE FROM	National Opinion Research Center, 1155 East 60th Street, Chicago, IL 60637 ($1.50).
PUB TYPE	Reports - Research/Technical (143)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Asian Americans; Attitude Measures; Blacks; Ethnic Bias; *Ethnic Groups; *Ethnic Stereotypes; Ethnic Studies; Hispanic Americans; Jews; *Majority Attitudes; Minority Groups; Public Opinion; *Racial Attitudes; Social Science Research; Whites

ABSTRACT

Using the 1990 General Social Survey, this document analyzes two questions: (1) what are the images that people have toward several prominent ethnic groups on various dimensions or characteristics; and (2) do the images people have about ethnic groups influence other attitudes and behaviors toward the groups. Six groups are examined: Whites, Jews, Blacks, Asian Americans, Hispanic Americans, and Southern Whites. Among the research findings was that, with the exception of Jews, minority groups were evaluated more negatively than whites in general. It also was found that these negative images in turn helped to shape individual attitudes towards civil rights, racial integration policies, social distance, ratings of countries, and presumably other group-related issues. Several tables of data and a 24-item list of references are included. (DB)

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